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Filing date: **08/15/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91200535
Party	Defendant Integrated Imaging, LLC
Correspondence Address	CHARLES S SARA DEWITT ROSS STEVENS SC 2 E MIFFLIN ST STE 600 MADISON, WI 53703-2865 UNITED STATES
Submission	Answer
Filer's Name	Charles S. Sara
Filer's e-mail	csstm@dewittross.com
Signature	/Charles S. Sara/
Date	08/15/2011
Attachments	TTAB--110815--Applicants_Answer.pdf ( 3 pages )(135689 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of U.S. Trademark Application  
Serial No. 77/859,579  
Published in the Official Gazette on January 4, 2011

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MR. SANFORD J. ASMAN

Opposer,

v.

Opposition No. 91200535

INTEGRATED IMAGING, LLC

Applicant.

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**APPLICANT'S ANSWER**

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Applicant Integrated Imaging, LLC ("INTEGRATED IMAGING" or "Applicant"), by its attorney, Charles S. Sara of DeWitt Ross & Stevens S.C., submits the following Answer to Opposer Sanford J. Asman ("ASMAN" or "Opposer") Notice of Opposition (the "Notice").

Applicant responds as follows to the numbered paragraphs of ASMAN's Notice:

1. Answering paragraph 1 and 2 of the Notice, Applicant admits the allegations.
2. Answering paragraphs 3 and 4 of the Notice, Applicant does not have sufficient knowledge or information to form a belief as to the truth of the allegations and accordingly denies the allegations.
3. Answering paragraph 5 of the Notice, Applicant denies the allegations.
4. Answering paragraphs 6 and 7 of the Notice, Applicant does not have sufficient knowledge or information to form a belief as to the truth of the allegations and accordingly denies the allegations.

5. Answering paragraph 8 of the Notice, Applicant admits that issuance of a registration for the Mark would obtain *prima facie* exclusive right to use such Mark with respect to Applicant's services. Application denies that such registration would be a source of damage and injury to Opposer.

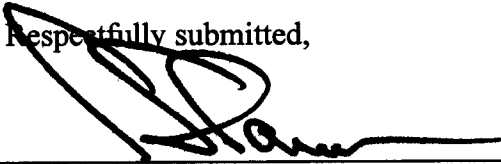
6. Answering paragraphs 9 – 12 of the Notice, Applicant denies the allegations.

7. Answering paragraph 13 of the Notice, Applicant does not have sufficient knowledge or information to form a belief as to whether Asman submitted the statutory fee.

WHEREFORE, Applicant respectfully requests that the Notice of Opposition be dismissed and denied, with prejudice, and that application serial number 77/859,579 be allowed to proceed to registration.

Dated this 15th day of August, 2011.

Respectfully submitted,



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**Charles S. Sara, Reg. No. 30,492**  
Attorneys for Applicant  
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## **CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing Applicant's Answer to Opposer's Notice of Opposition is being mailed via first class mail, postage pre-paid, to:

Sanford J. Asman, Esq.  
Law Office of Sanford J. Asman  
570 Vinington Court  
Atlanta, Georgia 30350-5710

on the 15th day of August, 2011.

  
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Sherri L. Barsness